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What's Happening in Economic Development



Clean Tech Marketing



As the clean tech movement captures national attention, all eyes are on Fremont. Our clean tech sector is flourishing as innovative startups, as well as established industry giants choose to locate their business in Fremont. With a variety of business-friendly programs and a knowledgeable staff that can assist businesses through the permitting process, a highly educated workforce, and its ideal location; there are many reasons why clean tech firms such as Tesla, Solaria, and Solyndra choose to locate in Fremont. Take a look at our new brochure to find out why Fremont is the [Clean Tech Destination](#).

Business Resources



Free Business Workshops

The City of Fremont, in partnership with the Fremont Chamber of Commerce and the Alameda County Small Business Development Center (SBDC), is offering free business workshops.

Marketing Strategies for Small Businesses
Thursday, April 28, 9:00 a.m. - 12:00 noon
Fremont Main Library
2400 Stevenson Blvd., Fremont

Learn how conventional media and online marketing can be used to increase sales, gain market shares, and build profits.

Restaurant Strategies to Help You Survive and Grow
Thursday, May 19, 9:00 a.m. - 12:00 noon
Fremont Main Library
2400 Stevenson Blvd., Fremont

Learn best practices to create long-term growth and profitability in your dining establishment.

For detailed workshop descriptions or to register for a workshop, go to the Alameda County SBDC [website](#).



Next Steps for Small Business

The 2011 Next Steps for Small Business tour, a no-cost event, aims to help small business owners expand their operations. Whether it is expanding your sales through social media, learning about how to sell to the government, or finding out the many benefits of selling internationally, attendees will leave with new ideas for growth!

Each events features expert speakers who will explore "what it takes to be successful in today's economy," and participants will get small-group face-to-face contact time with panelists from the breakout topics.

Tuesday, March 29, 9:00 a.m. - 4:00 p.m.
UCSF Mission Bay Conference Center
1675 Owens Street, Suite 251
San Francisco, CA 94143

For more information or to register for this event go to the California SBDC [website](#).

Employer Information Forum

The Alameda County Workforce Investment Board (WIB) will present a county-wide Employer Information Forum. The forum will consist of a panel of employers in the Transportation, Distribution, and Logistics (TDL) Industry sector discussing job skills, as well as current and potential job opportunities for job seekers.

Thursday, March 24, 10:00 a.m. - 12:00 noon
Union City, City Council Chambers
34009 Alvarado-Niles Road
Union City, CA 94587



For more information or to register for this event contact MaryBeth McCarthy by [email](#).

Business Feedback



Small Business Survey

The University of Tennessee and Oklahoma State are conducting a national study of small business owners in downtown districts to learn about small business strategies which are successful. They have created an [online survey](#) that will take 5-7 minutes to complete. If you are interested, please complete the survey by Wednesday, March 30. They will be sharing the results of the survey with our office which will help us in our future efforts.



City of Fremont Office of Economic Development
3300 Capitol Avenue, Building A, Fremont, CA 94538
Phone: (510) 284-4020 Fax: (510) 284-4001 econdev@fremont.gov